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# Lifestyle Demographic and Food Label Consumption

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## Abstract

The lifestyle aspect can influence people buying intention on food label products and services. This paper is conducted to examine on the lifestyle demographic of consumer that need to be highlighted before consumer come up with the buying decision on food labelling products. Knowing how consumer lifestyle pattern is important in order to gain information on food label products about what they most preferred in purchasing the products or services. Furthermore, this study also helps in fulfilling the national agenda in Malaysia National Agro Food Policies 2011–2020. Hence 200 respondents were given a structured questionnaire to know the lifestyle aspect in consumer behaviour of food label consumption the result of this study shows that attitude and awareness of consumer play a crucial role in deciding the food labelling products that contains nutritious, healthy and most important is halal certificate. The major finding shows there are different awareness and attitude of consumers on food labelling towards buying decision when they are in the different of lifestyle aspect. In addition result also shows that consumers are concern about the quality, safety, and nutritional content of food labelling on food products enable to obtain healthy lifestyles.

**Keywords:** lifestyle, attitude, knowledge and awareness, religious awareness, health consciousness, environmental activist and consumer

## 1. Introduction

The pattern of lifestyle nowadays has reflected on the image of someone or public life. Knowing the personal habits of someone like what individual love or what they do not like will cause someone to have lifestyle based on what they want and need which can give full satisfaction to the users. People currently love own lifestyle to meet the expectation towards products or service rather than copying or followed others lifestyle. This is because individual are already in comfort zone. The consumer behaviour towards food label consumption is one of the lifestyle patterns. Majority of public is concern about food label before deciding to purchase or buy the products and services. Therefore, the lifestyle aspect in consumer behaviour of food label can enhance and influence someone on making buying decision. The awareness and knowledge and attitude might be reflected to the lifestyle aspect. The different lifestyle aspect of consumers means that they are having different awareness and knowledge as well as attitude towards food labelling products. The Food and Drug Administration recognizes the importance of food labelling as a vehicle for dietary messages and, produce guidelines to the users in order to maintain the integrity of the food label. As food labels is one of key element, the upgrading of

food labels is compulsory in making them more effective and easier to understand, the Food and Drug Administration considers what information will be most useful for consumers to make right decision. Harold W. Berkman and Christopher Gilson [1] define lifestyle as 'unified' patterns of behaviour that both determine and are determined by consumption. The term 'unified patterns of behaviour' refers to behaviour in its broadest sense.

## **2. Literature review**

Lifestyle aspect in consumer behaviour of food label consumption in determining and deciding what should buy or what should not buy is very important part because it can generate level of satisfaction if the consumers know what to buy especially by looking and depending on food label. The Marketing Dictionary of Rona Ostrow and Sweetman R. Smith [2] describes lifestyle as 'a distinctive mode of behaviour centred around activities, interests, opinions, attitudes and demographic characteristics distinguishing one segment of a population from another. Lifestyle marketing is a process of establishing relationships between products offered in the market and targeted lifestyle groups [3]. This shows lifestyle aspect can be highlighted as a vital before come up with the purchasing decision. Modern theory gives the definition of lifestyle as a summary construct defined as patterns in which people live and spend time and money [4]. In order to describe lifestyle, it is important to know the demographics characteristics in the market segment. The demographics characteristics that need to be concerned are gender, age, income and occupation. There are three elements of lifestyle that give impact in considering food label which are health consciousness, environmental activist, and religious awareness.

### **2.1 Health consciousness**

People with more available time for grocery shopping have been found to be more likely to be classified as label users. It also appears that consumers who are more concerned about nutrition and health are more likely to use nutritional labels. Consequently, consumers on a special diet, organic buyers, and those aware of the diet-disease relation are more likely to search for on-pack nutrition information than others [5]. The regulatory environment of some countries (e.g. the USA, Australia, etc.) has also recognized the potential of standardized on-pack regarding nutrition information available and has mandated the presence of nutritional labels on all processed food products. This health consciousness will help consumer to choose food that contain nutrition label rather than pick up food or products contain high chemical.

### **2.2 Environmental activist**

Consumers are expected to double their spending on 'green' products, reaching \$500 billion in 2009 [6], and many consumers state that they are willing to pay a price premium for these products [7]. Environment information on food label may represented by a local such as eco-friendly and green food. This environment label also can be recognized by organic ingredients. Consumer who environmental friendly usually intended to purchase products of food that free from preservative ingredients. The quality of environment can be improved when people choose to buy organic food. Environmental information on products can be presented on a continuum that ranges from simple symbols, to colour codes to other labels with basic information and to detailed environmental information about single or multiple product ingredients [8].